

IDAHO

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**INTERNATIONAL
TECHNOLOGY BULLETIN**



ICT FOR E-MARKET EXPRESS

The ICT e-Market Express was created at the request of U.S. information communication technologies (ICT) companies. Firms have asked us to notify them, at least monthly, of NEW ICT market research, trade leads and events that we in the U.S. Department of Commerce receive from our colleagues in U.S. Embassies and Consulates around the world. Through the ICT e-Market Express, U.S. firms can electronically submit requests for ICT market research that our overseas staff have created.

Visit us on the web at <http://www.buyusa.gov/eme/ict.html> to fill in your contact information and to check off the reports of interest to you. We will then send you links to the reports via email. The only requirement is that your product or service be at least 51% U.S. content

SVYAZ EXPOCOMM 2005

The U.S. Commercial Service in Russia is showcasing U.S. telecommunications and IT products and services at **Svyaz ExpoComm Moscow 2005**. Svyaz ExpoComm is Russia's most successful telecommunications exhibition. This prestigious event will be held at Moscow's Krasnaya Presnya Exhibition Center **May 10 to 14, 2005**. For additional information, visit: <http://www.expocomm.com> More than 100,000 attendees visited the 870 exhibiting companies from 34 countries on 26,700 sq meters of show floor at Svyaz Expocomm Moscow 2004. This show was the largest telecommunications/IT, networking, Internet and wireless/broadband technology event ever held in Russia.

This year, the U.S. Commercial Service in Russia is hosting "Showtime" at Svyaz ExpoComm, which brings Commercial Service Industry Specialists from throughout Eurasia to meet with U.S. exhibitors and to brief them on opportunities in the telecommunications market in their regions. Svyaz ExpoComm 2005 is the ideal venue for U.S. companies to gain exposure to the dynamic Russian telecommunications and IT markets. The U.S. Commercial Service (CS) is offering two extremely cost effective programs: our U.S. Product Literature Center (PLC) and Gold Key Service (GKS). Both of these low cost, high value services are designed to meet the needs of small and medium, new-to-market U.S. exporters. The PLC is an effective way to introduce your company's products to Russian ICT companies.

U.S. PRODUCT LITERATURE CENTER (PLC) - \$350

The U.S. Commercial Service will display your firm's product literature/catalogs at our U.S. Product Literature Center at Svyaz ExpoComm 2005 and will provide experienced Russian speaking Commercial Service Industry Specialists to respond to inquiries. After the show, we will send you a complete list, with contact information, of Russian companies that expressed interest in your product or in doing business with your firm. We will also work with you to develop these trade leads. For companies unable to attend the trade show, this PLC "catalog show" offers an extremely effective and low-cost opportunity to test the market.

GOLD KEY SERVICE + PLC—\$600

The Gold Key Matching Service Program is designed to ensure the maximum return on your time in Russia. In addition to displaying your product literature at the show, U.S. Commercial Service Specialists will arrange a full day of business meetings with potential distributors or customers. These meetings will be with companies that have been pre-screened and pre-qualified by our specialist staff, who will also provide a market briefing and counseling. If desired, our staff will also attend the meetings with you and offer their assistance! In addition, we can arrange a car and driver and interpreter for the day, airport pick-up and drop off, assistance with hotel reservation (hotel cost not included) and access to discount rates at some major, centrally-located hotels for an additional fee.



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SHOWCASE EUROPE GUIDE TO THE EUROPEAN ICT MARKET

If you are an information and communication technology (ICT) company trying to figure out where to start in the European market, Showcase Europe can help with the Europass and the ICT Guide to Europe. The Showcase Europe ICT team has a dedicated panel of eight ICT Specialists who will review your product and give their expert opinion as to its market potential in their host country. This service is free during the pilot phase and should be extremely useful to any U.S. company trying to prioritize their export efforts. Europass participants include: Belgium, Croatia, Germany, Ireland, Netherlands, Russia, Spain, and Ukraine. Turnaround time is three weeks. For additional information, contact Amy.Benson@mail.doc.gov or call (208) 364-7791.

TELECOMMUNICATIONS IN TURKEY

The forces that will shape the market over the next three years will undoubtedly be the full liberalization of the telecommunication services sector, issuance of new licenses for the private sector, privatization of Turk Telekom and implementation of EU telecom directives as part of Turkey's potential accession to the European Union. Turkey has a large telecommunications market, 5th largest in Europe and 12th largest in the world. The market size is estimated to be over USD 9 billion and expected to grow to USD 16 billion in 2010. Broadband communications services market will play an important role in the market growth over the next several years. Turk Telekom launched the ADSL services in 2003 and facilitated 275,000 ports. Considering the increasing demand, the number of ports required by the end of 2004 is one million and by the end of 2005 two million. Distance education, faster Internet connection, digital TV broadcasting and other business services will play a primary role in the development of the market.

TELECOMMUNICATIONS MARKET IN NORWAY

The market for telecommunications services is still strong and offers great opportunities for companies with state-of-the-art technology - and who are willing to be competitive.

Norway, like other Nordic countries, does not have debt from the well-publicized 3G auctions in the rest of Europe. Norway has the highest per capita telecommunications expenditure in the world at about USD900. It has very high telecommunications penetration, with a rate of 65 main lines per 100 inhabitants. All main lines in Norway are digital on an ISDN standard. Moreover, Norway has the world's highest mobile telephone density - about 80% - and equal to that of Finland. The country has a very well-established telecommunications infrastructure that supports and carries internet access to some of the most remote parts of Europe. Norway's telecommunication services market is estimated at USD3.5 billion, annually.

BROADBAND BUSINESS IN PORTUGAL

Broadband, including cable and ADSL accesses, was the annual growth rate leader among the various kinds of Internet accesses; between the end of 2002 and the end of 2003 it grew by 92.7%.

Most broadband access is made via cable television networks. There were over 315,000 cable television customers at the end of the last quarter of last year. This is 52.1% more than in the previous year.

ADSL has grown rapidly for the past several quarters, and now stands at more than 184,000 customers, for an increase of 254.5% between the end of 2002 and the end of 2003.

These growth rates enabled broadband to account for 6.9% of all Internet accesses registered in Portugal at the end of 2003. The remainder is mostly narrowband, specifically dial-up, which had 6.7 million accesses at the end of last year, the result of 36.8% growth over the previous year.

The number of ISP customers for all access types - narrowband, broadband and dedicated accesses - was 7.2 million at the end of 2003, 36.9% more than one year previously.



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